



DEMERARA DISTILLERS

LIMITED

Corporate Donation Policy

Introduction

At Demerara Distillers Limited (DDL/Company), it is our philosophy to develop the next generation of consumers and employees who will be the future of both our Company and the communities in which we operate. We recognise that each community has different needs, and it is our commitment to focus on the development of our youth through sports and education. For the purpose of this policy youth is defined as anyone 18 and under.

Scope

This policy sets out the principles and establishes the requirements for making charitable donations. It applies to all donations and employees across the Company.

Definition of Corporate Donation

For the purpose of this policy: **Corporate Donations** will be described as cash or in-kind resources given in support of a cause without any viable incentives to the Company.

Types of Contributions

DDL's donations can take the form of:

1. Product
2. Cash
3. Raffle or Auction items
4. Placement of Advertisements
5. Employees who give of their time

Donation Criteria

Requests for donations will be evaluated based upon the following criteria:

1. Donation meets DDL's Donation Policy guidelines and approval process
2. Donation supports DDL's mission and strategic initiatives for youth development
3. Donation enhances the Company's reputation and corporate social credentials
4. Donation strengthens and supports brand awareness

Donation Categories

In order to be considered, all requests for donations must fall under the following categories:

1. Youth Education
2. Youth Sports

Donation Guidelines

1. All requests must be submitted in writing to the Marketing Department and received at least 6 weeks before the event.
2. The organization must be non-profit and be part of one of the communities we serve.
3. The requesting organization must be prepared to submit full statements of expenditure for any funds provided.
4. Organisations can only request a maximum amount of two (2) per year.

Ineligible Requests

Save and except where the donation request falls into the donation categories above, DDL will not consider for donation any other request including but not limited to:

1. Requests for support of individuals or sponsorships of personal exhibits or performances.
2. Requests for sponsorship of athletic clubs or other private or advocacy groups.
3. Political contributions.

Donation Process

Interested organisations will be required to email marketing@demrum.com with their requests. The Marketing Department will assess and respond to all requests.

Other Information

DDL will not support organizations that discriminate against a person or a group on the basis of age, political affiliation, race, national origin, gender, disability, sexual orientation, or religious belief.

Requests for Brand partnerships and sponsorships are considered separately and will be considered from a business development perspective in keeping with our individual brand strategies.

Compliance and Review

The marketing committee is responsible for the implementation and review of this policy. The policy will be reviewed and updated (where necessary) regularly.



Komal Samaroo

Chairman